

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
TEXAS	16,986,510	20,851,820	22,086,674	24,136,357
MEDIAN AGE (YRS)		32.4	33.1	34.3
SHERMAN DENISON, TX	95,021	110,595	115,398	123,467
MEDIAN AGE (YRS)		37.2	37.8	38.5
HISPANICS (ANY RACE)		7,519	8,460	10,007
STATE'S PERCENTAGE		6.80%	7.33%	8.10%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	96,443	100,322	106,888
MSA'S PERCENTAGE	87.20	90.71	96.65
MEDIAN AGE (YRS)	38.5	39.3	40.5
BLACK/AFRICAN-AMERICAN	6,471	6,682	6,901
MSA'S PERCENTAGE	5.85	6.04	6.24
MEDIAN AGE (YRS)	32.1	32.3	32.3
AMERICAN INDIAN/NATIVE	1,446	1,568	1,777
MSA'S PERCENTAGE	1.31	1.42	1.61
MEDIAN AGE (YRS)	30.0	29.3	29.3
ASIAN	625	697	806
MSA'S PERCENTAGE	0.57	0.63	0.73
MEDIAN AGE (YRS)	29.7	30.8	31.6
HAWAII/PACIFIC ISLANDER	53	55	68
MSA'S PERCENTAGE	0.05	0.05	0.06
MEDIAN AGE (YRS)	27.8	31.9	32.0
OTHER	3,206	3,608	4,223
MSA'S PERCENTAGE	2.90	3.26	3.82
MEDIAN AGE (YRS)	22.7	23.4	24.1

POPULATION BY LOCALITY	2003 ESTIMATED	2008 PROJECTED
URBAN	1,477	1,452
SUBURBAN	62,212	64,755
RURAL	51,709	57,260

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INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$41,885	-----	
PER CAPITA	\$21,096	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$1,647,577,000	\$2,157,069,000	30.92%
FOOD AT HOME TOTAL	\$205,283,600	\$242,586,300	18.17%
FOOD AWAY FROM HOME TOTAL	\$168,713,200	\$218,582,200	29.56%
FOOD AS % OF TOTAL EXPENDITURES	22.70%	21.38%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$41,024,600	\$48,919,200	19.24%
FISH & SEAFOOD PRODUCTS	\$3,819,000	\$4,524,200	18.47%
FRUITS & VEGETABLES	\$22,516,500	\$26,190,600	16.32%
DAIRY PRODUCTS	\$22,654,900	\$26,676,500	17.75%
BAKERY PRODUCTS	\$22,136,600	\$25,342,800	14.48%
CEREALS & PRODUCTS	\$10,920,700	\$13,173,900	20.63%
PREPARED FOODS	\$33,416,600	\$39,825,700	19.18%
JUICES	\$5,148,400	\$6,050,500	17.52%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$11,768,300	\$16,775,400	42.55%
FAST FOOD	\$5,261,400	\$7,270,900	38.19%
FULL SERVICE	\$6,506,900	\$9,504,500	46.07%
LUNCH	\$42,240,600	\$54,387,200	28.76%
FAST FOOD	\$25,968,100	\$32,614,400	25.59%
FULL SERVICE	\$16,272,500	\$21,772,800	33.80%
DINNER	\$60,634,200	\$80,145,100	32.18%
FAST FOOD	\$25,510,300	\$32,209,700	26.26%
FULL SERVICE	\$35,123,900	\$47,935,400	36.48%

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FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$916	\$1,020	11.35%
POULTRY	\$253	\$283	11.86%
EGGS	\$45	\$48	6.67%
FISH & SEAFOOD			
FRESH	\$41	\$45	9.76%
FROZEN	\$28	\$33	17.86%
CANNED	\$16	\$17	6.25%
FRUITS / VEGETABLES			
FRESH	\$325	\$357	9.85%
CANNED	\$93	\$104	11.83%
FROZEN	\$61	\$63	3.28%
OTHER	\$23	\$22	-4.35%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$164	\$177	7.93%
CHEESE	\$135	\$142	5.19%
ICE CREAM	\$83	\$91	9.64%
BUTTER / MARGARINE	\$38	\$47	23.68%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$381	\$408	7.09%
COOKIES	\$73	\$77	5.48%
CRACKERS	\$41	\$44	7.32%
CEREALS & PRODUCTS			
CEREALS	\$139	\$150	7.91%
PASTA PRODUCTS	\$41	\$48	17.07%
FLOUR & MIXES	\$44	\$52	18.18%
RICE	\$20	\$24	20.00%
PREPARED FOODS			
SNACKS/CHIPS	\$125	\$146	16.80%
JUICES	\$115	\$126	9.57%
FROZEN/PREP. OTHER	\$95	\$111	16.84%
SOUPS	\$60	\$70	16.67%
SAUCES & GRAVIES	\$60	\$60	0.00%
BABY FOOD	\$45	\$49	8.89%
FROZEN MEALS	\$43	\$49	13.95%
NUTS	\$32	\$35	9.38%
SALADS	\$24	\$28	16.67%

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